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Industry-Led Electronic Waste Recycling Program Launches

Effective August 1, 2013, residents of Newfoundland and Labrador can recycle their end-of-life electronics and help divert potentially hazardous materials from provincial landfills. The Electronic Products Recycling Association, an industry-led organization, has launched an Extended Producer Responsibility (EPR) electronic products recycling program.

“The launch of a provincial electronic products recycling program is a testament to our government’s commitment to work with industry stakeholders to establish long-term waste management solutions that will help achieve our 50 per cent goal of waste reduction,” said the Honourable Tom Hedderson, Minister of Environment and Conservation and Minister Responsible for the Multi-Materials Stewardship Board. “Newfoundlanders and Labradorians now have a solution for responsibly and conveniently recycling the estimated 2,600 tonnes of electronic waste generated annually throughout the province.”

The new electronic waste recycling program is governed by a stewardship plan that was reviewed and approved by the Multi-Materials Stewardship Board (MMSB) in April 2013. By taking an EPR approach, the Electronic Products Recycling Association is responsible for developing, implementing, promoting, financing, and operating Newfoundland and Labrador’s electronic waste program on behalf of the electronics industry. The MMSB is responsible for ensuring compliance with approved timelines, requirements and targets as set in the plan.

“The MMSB has been working with electronics manufacturers to ensure they take a leadership role in properly recycling and disposing of the products they produce, and as a result, Newfoundlanders and Labradorians can participate in a province-wide program that will manage their end-of-life electronics in an environmentally-sound manner,” said Mike Samson, Chief Executive Officer of the Multi-Materials Stewardship Board.

Consumers and businesses can bring their old and unwanted electronics to one of 14 permanent drop-off centres that the Electronic Products Recycling Association currently is operating throughout the province. For a complete list of locations and how to participate in the new electronic products recycling program, visit www.recycleMYelectronics.ca/nl. Additional information can also be found in the backgrounder below.

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BACKGROUNDER

Electronic Products Recycling Program

Electronic Products Recycling Association (EPRA) Newfoundland and Labrador is responsible for implementing and operating an industry-led and government-approved electronic products recycling program that is available for consumers and businesses throughout the province.

EPRA Newfoundland and Labrador accepts and recycles a range of regulated electronic products including: display devices (such as televisions and monitors), desktop printers, computers and peripherals (such as keyboards), home theatre in a box (HTB) systems, non-cellular telephones as well as audio and video systems.

In addition to the 14 drop-off centres currently operating as part of EPRA Newfoundland and Labrador's recycling program, five additional permanent sites will be established in the province by the end of year one of the program's operation. Annual collection events will also be implemented in an additional 31 communities by the end of year two.